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PRESS CONFERENCE ADVISORY

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Financial Services Leaders to Hold Press Conference With Jersey City Mayor Jerramiah Healy

DATE: October 21, 2009
TIME: 11:30 am ET
LOCATION: In front of Jersey City City Hall
TOPIC: Discussion on importance of financial literacy in the lives of all local residents

As part of a free financial advice and education event for the public, the NAPFA Consumer Education Foundation, TD AMERITRADE, *Kiplinger's Personal Finance* magazine, FiLife.com and the Office of Jersey City Mayor Jerramiah Healy will conduct a press conference regarding the importance of financial literacy and sound personal financial planning by residents in the City of Jersey City and throughout the State of New Jersey.

Brief remarks will be made by Thomas Orecchio, CFA, CFP®, ChFC®, CLU®, AIF®, past national chair of the National Association of Personal Financial Advisors (NAPFA), on behalf of the NAPFA Consumer Education Foundation regarding the growing need for Americans to begin taking control of their financial future. Mayor Jerramiah Healy will discuss the importance of financial literacy and the need for all residents to be prepared financially. Tom Bradley, president of TD AMERITRADE Institutional, a division of TD AMERITRADE Holding Corporation, will discuss the importance of planning for a secure financial future and the critical role financial advisors play in helping raise the level of financial education.

“Too many people are unsure of what the future has in store for them financially. What we are trying to communicate is that people should be focusing on what they can control – their debt and savings. We hope people will come out and take advantage of this opportunity to begin getting their financial lives in order,” said Michael Joyce, CFA, CFP®, chairman of the NAPFA Consumer Education Foundation Board.

For more information on the press conference and the Your Money Bus Tour, please contact Benjamin Lewis at Perception, Inc. at 301-963-7555 or Benjamin.Lewis@perceptiononline.com.

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ABOUT THE NAPFA CONSUMER EDUCATION FOUNDATION

The NAPFA Consumer Education Foundation is built upon the expertise of the National Association of Personal Financial Advisor's more than 2,000 members and its high standing within the industry. The Foundation makes grants to organizations that demonstrate the ability to educate consumers about basic personal financial issues. The Foundation will partner with recognized educational organizations to expand the breadth, depth, and distribution of consumer financial education programming, including materials developed by NAPFA.

For more information, please visit www.NAPFAFoundation.org

ABOUT TD AMERITRADE HOLDING CORPORATION

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries,(1) combines innovative trading technology, easy-to-use and understand investment tools and services, investor education and superior client service to create a market-leading financial services experience. Now home to the award-winning thinkorswim trading platform(2) and the Investools investor education program, TD AMERITRADE provides millions of retail investors, traders and independent registered investment advisors (RIAs) with the tools, service and support they need to help build confidence in today's rapidly-changing market environment. The Company's common stock trades under the ticker symbol AMTD. For more information, please visit www.amtd.com.

(1) TD AMERITRADE, Inc., member FINRA (www.FINRA.org) /SIPC (www.SIPC.org), TD AMERITRADE Clearing, Inc., member FINRA/SIPC, and thinkorswim, Inc., member FINRA(www.FINRA.org) /SIPC (www.SIPC.org) /NFA (www.nfa.futures.org).

(2) thinkorswim was rated #1 overall online broker, "best for frequent traders," and "best for options traders" in Barron's ranking of online brokers, 3/16/2009. thinkorswim was evaluated versus others in eight total categories, including trade experience/execution, trading technology, usability, range of offerings, research amenities, portfolio analysis & reporting, customer service & access and costs. thinkorswim topped the list in 2009 with the highest weighted-average score. Barron's is a registered trademark of Dow Jones & Company ©2009.

ABOUT KIPLINGER'S PERSONAL FINANCE

Kiplinger's Personal Finance magazine provides down-to-earth advice on managing money and achieving financial security. It provides trustworthy information and practical guidance on saving, investing, planning for retirement, paying for college, buying an automobile, home and other major purchases. The *Kiplinger's Personal Finance* website offers the same great advice that's in the magazine.

For more information, please visit www.Kiplinger.com.

ABOUT FiLIFE.COM

A Dow Jones / IAC joint venture, FiLife.com is where people get their personal finances in shape. FiLife's how-to guides, tools, network of experts and active community members help you better understand your financial health and empower you to take action. FiLife puts the personal back in finance.

For more information on how to achieve financial health, please visit FiLife.com and follow FiLife on Twitter: twitter.com/filife (@FiLife).

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